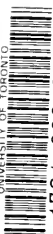


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Listowel, Ontario

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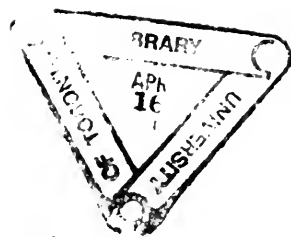
LISTOWEL

ONTARIO

The Town With A Future



5547
LUG 5-53



This Town of Listowel . . .

If you are looking for a site to establish a new business; if you are planning to extend your present plant, or if you are seeking to relocate your industry, the Chamber of Commerce representing the citizens of Listowel, Ontario, suggest you give careful consideration to the advantages of our town.

Listowel, situated at the hub of the wheel of industry that is central Ontario, is close to the focal points of industrial Canada and yet far enough away to offer advantages over the larger centres.

Listowel is a well-established, prosperous community, surrounded by the richest and most fertile farm and dairy land in Ontario. It is connected by main trunk highways and railway to all of industrial Ontario.

Its people are principally of English, Scotch, Irish and German descent, who have built up a town that is clean, industrious and progressive.

Several excellent sites, suitable for large or small industries, are available at reasonable prices and can be used with a minimum of expense for levelling and grading.

To management and employees Listowel offers good shopping facilities at prices comparable with any other centre; schools, churches and recreation, all of which can be reached within a few minutes from any part of the town, and a quiet, healthy environment in which to work and play.

Public-spirited citizens have built up during the past few years all forms of recreation, so that Listowel can now be compared, to its advantage, with many cities and larger towns.

Labor conditions are exceptional in that there have been no strikes or other serious work trouble for many years. Willingness on the part of labor and management to see the other's viewpoint and sensible business considerations appear to be the answer. Wages compare favorably with surrounding communities.

Owing to the location of Listowel in the most southerly part of Canada, the weather is very pleasant with moderate winters and warm summers. Average hours of sunshine daily throughout the year are 5.6, with precipitation of 30 inches.

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Civic Affairs

GOVERNMENT:

Mayor, Reeve, Deputy Reeve and four Councillors.

PUBLIC SCHOOL:

Board consisting of Chairman and five members.

DISTRICT HIGH SCHOOL:

Board consisting of Chairman and eleven members.

WATER & LIGHT COMMISSION:

Chairman and four members.

POLICE PROTECTION:

Chief of Police and three man force.

Provincial Police — Three constables.

CHURCHES:

Anglican, Baptist, Roman Catholic, Evangelical, Lutheran, Pentecostal, Presbyterian, Salvation Army, United Church, United Missionary.

HEALTH:

Medical Officer of Health, School Nurse, Clinic, Ambulances, seven resident doctors and 50-bed Hospital exceptionally well-equipped.

AREA & POPULATION:

1079.5 acres. Local residents, 3,550; Suburban (10 miles) 12,900

ASSESSMENT:

Total	\$ 3,454,000.00
Exemptions	514,000.00
1959 rate set at 84 mills.	
Taxable	2,940,000.00
Per capita assessment	2,174.86
Per capita tax	63.25
Debenture debt	586,237.00
Per capita debt	167.49

Markets

LOCATION:

On Provincial highways number 23 and 86 in one of the richest farming areas in the province, yet closely associated with the most industrialized section of Canada.

MARKETS:

Most of the manufactured as well as farm products find a market within 100 miles. In this territory are located the largest brokerage and wholesale outlets in the country.

DELIVERY:

Over-night delivery services are in effect to all the major markets. Service is equal to that between any of the cities so that the producer is on an equal basis for delivery of his product.

RETAIL:

Listowel is noted for its modern and well-stocked stores and draws a purchasing public from a large area with resulting high sales.

POTENTIAL:

Within fifty miles of Listowel there is a population of 200,000.

FUTURE:

Listowel is in an advantageous position in connection with the deep sea waterway, and all air services throughout the world are accessible from Crumlin and Malton.

Listowel is connected in four directions by Provincial highways, all hard surfaced with year around maintenance. All are adequate for present day traffic and allow fast transportation.

Listowel is the centre of all Canada's population and borders on the main industrial area. The town's own industries include:

INDUSTRIES:

	Total Employees
Spinrite Yarns and Dyers	165
Andrew Malcolm Furniture	125
Campbell Soup Company Ltd Poultry Plant (will employ)	300
Listowel Transport Lines	47
H. E. P. C.	40
Bell Telephone	31
Ideal Supply (Automotive)	28
Harvey Krotz Motors	26
L. & W. Jackson Motors	25
Prov. Dept. of Highways	22
Listowel Produce	20
Listowel Casket	27
London Hosiery (Listowel)	25
J. H. Keeso (Lumber)	18
Zurbrigg's Bakery	14
W. G. Blackmore Motors	10
Listowel Banner	9
Miscellaneous smaller industries	189
	<hr/> 1137

AGRICULTURE:

Extensive dairying, cheese and butter making. Also mixed farming and large poultry and stock food industry. Flax, malting barley.

Agricultural Cash Income: \$12,500,000.

Commercial

MANUFACTURING:

Caskets, Bed and Dining Room Furniture, Lumber, Dyeing,
Milk Processing, Cheese, Poultry Processing, Yarn.

WHOLESALE:

Cheese, Butter, Eggs, Automotive parts.

BANKS:

Canadian Bank of Commerce.
Imperial Bank of Canada.

CUSTOMS:

Port of Entry, Customs & Excise Office.

NEWSPAPER:

The Banner, published weekly.

EMPLOYMENT:

National Employment Office for district.
Both skilled and unskilled labor available.

TRANSPORTATION:

Canadian National Railways (includes Railiner Passenger service)
Listowel Transport Lines Limited.
Ninety minutes from world-wide air services.
Several local cartage services.
One and one-half hours to deep sea waterway.

SITES:

Listowel has many properties available at very reasonable prices.
These are located on busy highways, railroad sidings or
sections where any amount of additional space can be se-
cured to allow for expansion.

Water

LISTOWEL:

Consumers, 3,530.

SUPPLY:

From artesian wells located in municipality.

PUMPS:

Pumphouse No. 1, Three electric, 500 G.P.M., 300 G.P.M. and 290 G.P.M. with gasoline standby at 1500 G.P.M. Pumphouse No. 2, one electric deep well at 660 G.P.M. with diesel standby.

RESERVOIR:

165,000 gals., tank 65,000 and one 150,000 gal. elevated tank.

PURIFICATION:

None necessary.

CHEMICAL ANALYSIS:

Lab. No. W 288	
Hardiness as CaCO_3	210
Alkalinity as CaCO_3	227
Iron as Fe	0.9
Chloride as Cl	1.2
Al	1.7
Ca	64.0
Mg by Diff.	12.0
Mn	0.00

AVERAGE CONSUMPTION:

410,000 gals. daily.

DAILY CAPACITY:

1,728,000 gals.

STANDARD PRESSURE ON SYSTEM:

58 - 60 lbs.

SERVICE RATES**CONSUMPTION CHARGE:****METERED CUSTOMERS:**

Gals. per Day	Rate Per 1,000 gals.	Gals. per Day	Rate Per 1,000 gals.	Gals. per Day	Rate Per 1,000 gals.
1,000 - 1,500	24.2	4,000 - 4,500	15.4	7,000 - 10,000	10.5
1,500 - 2,000	22.	4,500 - 5,000	14.3	10,000 - 15,000	10.2
2,000 - 2,500	19.8	5,000 - 5,500	13.2	15,000 - 20,000	9.9
2,500 - 3,000	18.7	5,500 - 6,000	12.1	20,000 - 30,000	9.4
3,000 - 3,500	17.6	6,000 - 6,500	11.6	30,000 - 40,000	9.1
3,500 - 4,000	16.5	6,500 - 7,000	11.	Over - 40,000	8.8
No Service Charge		No Meter Rental			

WATER RATES:

Commercial and Domestic (flat rate) net.

Maximum rate per year \$ 16.80

Minimum rate per year 9.00

Bi-monthly billing, Maximum 2.80

Minimum 1.50

METERED RATES:

Minimum 2 Months (Net)

5/8"	\$2.80	2"	\$ 9.90
3/4"	2.88	3"	22.99
1"	2.97	4"	32.45
1½"	5.00	6"	102.83

MILEAGES FROM LISTOWEL:

Brantford	65	Owen Sound	78
Chatham	123	Stratford	34
Goderich	56	Toronto	98
Hamilton	75	Windsor	180
Kitchener	35	Woodstock	52
London	63		

Electricity

DOMESTIC:

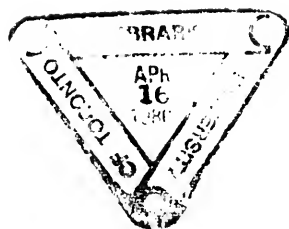
2.8c per K.W.H. for the first 50 K.W.H. per month
1.4c per K.W.H. for the next 200 K.W.H. per month.
.8c per K.W.H. for the next 500 K.W.H. per month
1.1c per K.W.H. for all additional monthly consumption.

COMMERCIAL:

Service charge, 5c per 100 watts per month of maximum demand. Minimum monthly service charge, 50c gross. Consumption charge, 2.4c per K.W.H. for the first 100 hours' use per month of maximum demand, plus .8c per K.W.H. for the second 100 hours' use per month of maximum demand, plus .5c per K.W.H. for all additional monthly consumption.

POWER RATES:

Service charge, \$1.00 per K.W. per month of connected load or maximum demand. Consumption charge, 1.8c per K.W.H. for the first 100 hours' use per month of connected load or maximum demand, plus .5c per K.W.H. for the second 100 hours' use per month of connected load or maximum demand, plus .33c per K.W.H. for all additional monthly consumption.



Recreation

THEATRES:

Modern indoor and outdoor theatres.

SPORT:

Open air swimming pool (summer only). One of Ontario's better nine hole golf courses well landscaped. Pay-as-you-play or by membership. Both indoor and lawn bowling with excellent alleys. Modern flood-lit baseball diamond where many championship games have been played. Hard-surfaced tennis courts. Two auditoriums, one dance hall, badminton, basketball, volleyball. Skating on artificial ice. Modern, 4-lane curling club.

SUPERVISION:

Full time recreation director employed as well as additional help including coaches, camp supervisors, etc.

HOME:

Listowel, noted for its avenues of maple trees, is favorably situated for excellent reception for both radio and television net-works.

SOCIAL:

Listowel is a popular place for many varied activities such as social, drama, handicrafts, bridge and other clubs. New-comers are always welcome.

PLAYGROUNDS & PARKS:

Six acres located in various sections of the town make it a safer place for children to play and more relaxation for adults.

FRATERNAL & SERVICE CLUBS:

Bernard Lodge, A.F. & A.M., Bernard Chapter, R.A.M., Listowel Lodge, I.O.O.F., Rebekahs, Eastern, Orange Lodge, Senior Citizens Club.

Rotary, Kinsmen, Kinettes, Canadian Legion and Auxiliary.



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